



You Can Save Money By Buying Your
CHRISTMAS GIFTS
 FROM
THE GEM
 H. H. NEWMARK CO. Incorporated
 The Store of a Million Gifts
 422 Fourth Avenue, Louisville, Ky.

DIAMOND JEWELRY	TOILET SETS
SOLID GOLD JEWELRY	CUT GLASS
NOVELTY JEWELRY	CHINA
SILVERWARE	PICTURES
LEATHER GOODS	LAMPS
FRENCH IVORY	DOLLS

We Give and Redeem Gold and Brown Stamps

USEFUL GIFTS

Make Your Selection Now
 All Goods Delivered On First Payment

Suggestions For Men	A LITTLE NOW	Suggestions For Ladies
Watches\$18.50 up	A LITTLE NOW	Bracelet Watches ...\$12.50 up
Chains\$1.50 up		Diamond Rings\$15.00 up
Emblem Rings\$7.50 up		La Vallieres\$5.00 up
Military Sets\$5.00 up		Toilet Sets\$7.00 up
Cuff Buttons\$1.00 up		Umbrellas\$6.50 up
Cigarette Cases\$4.00 up		Silverware, piece ...\$1.00 up
Belts ...\$3.75 up		Vanity Cases \$1.50 up

A LITTLE EACH PAY DAY

A Word To Our Patrons Desiring to render our usual service to our patrons we earnestly request early shopping. Until further notice store hours will be 9 to 4.

THE MODERN WAY
 CLEANERS AND DYERS
 OFFICE AND PLANT, 1140-42 S. THIRD ST.
 We Specialize in Ladies' Suits, Dresses, Gloves, Velvets, Silks, Laces, Feathers and Men's Wearing Apparel.
 AUTO WILL CALL FOR AND DELIVER ALL WORK AS NEAR YOU AS YOUR PHONE
 SOUTH 2362 OR CITY
QUALITY AND SERVICE

S. E. LEDMAN & SON
 410 WEST MARKET STREET
 Jewelry and Silverware for the Holidays
 Forty-three Years of Honest Dealing.

K. OF C. RINGS, CHARMS AND BUTTON
 Home Phone City 7804 Cumb. West 412-Y
FRANK HARTMAN & SONS
 HOUSE PAINTERS AND DECORATORS
 Graining, Glazing and Roof Painting
 1300 West Market Street.

EAT TIP TOP BREAD

C. F. VISSMAN & CO.
 Derby Brand
HAMS
 U. S. Government Inspected.

RECOMMEND
Hirsch's Goodies
 "THE FINEST IN THE WORLD"
 Catsup, Sauce, Pickles, Salad Dressing
HIRSCH BROS. & CO.
 (Incorporated)
 LOUISVILLE, KENTUCKY.

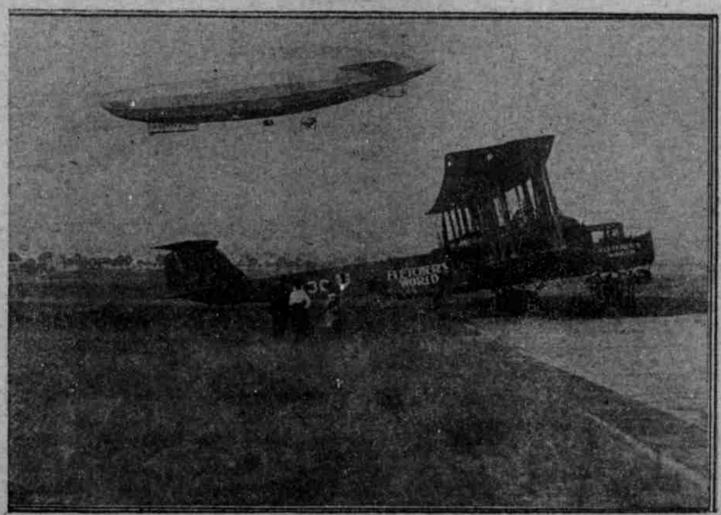
Direct Railroad Connection and in Close Proximity to the Principal Packing Houses and Slaughtering Establishments.

BOURBON STOCK YARD CO.
 INCORPORATED
 LOUISVILLE, KENTUCKY.
 Buyers for Live Stock of Every Description in Attendance Daily.
 Largest and Best Live Stock Market in the South. Most modern up-to-date Stock Yards in the United States. Fifteen acres under roof. Cattle Pens of re-inforced concrete and as nearly fireproof as possible.

Both Phones 1050
C. B. Thompson & Co.
 Incorporated
 FLORISTS
 Flowers Telegraphed Everywhere.
 532 Fourth Ave., at Guthrie, Louisville, Ky.
 CITY 2360 MAIN 2360-y

L. D. BAX
 Funeral Director
 And Embalmer...
 719 E. CHESTNUT. LOUISVILLE, KY.

Lincoln Watch & Jewelry Co.
 (Incorporated.)
 232 West Market Street
 OPEN SATURDAY NIGHTS UNTIL 9:30 O'CLOCK.



LARGEST PLANE AND BLIMP.
 Passenger Zeppelin Bordensee, largest in the world, and in foreground photo of largest plane in the world, which was used in the last raid over Paris. "Fletcher World" machine is 130 feet in width and has four engines.

ALAMO THEATER.
 The Alamo Theater is rapidly earning the title as one of the distinctive picture houses of the South, the greatest film productions being presented there and the patrons of this show house see the best in movie land, coupled with the most famous stars. Manager Fred J. Dolle is thoroughly experienced in his business and gives the public the finest film productions to be had. Every star of note may be seen here in famous impersonations, and there is never a performance without some fine educational feature upon the programme as well. The Alamo is exquisitely furnished and decorated and the staff of the house noted for courtesy and attention to the wants of its patrons. Visitors will find this the most delightful place in town for amusement, the programme constantly changing and some new and popular attraction offered daily. Too much credit can not be given Manager Dolle for the manner in which he conducts this splendid place of amusement. He is

always catering to the taste of the public, and no effort is spared to sustain the enviable reputation the Alamo has attained for producing the newest, finest and most artistic films released by the big moving picture corporations of this country.

"BABY BONDS."
 The 1920 supply of war savings stamps have made their appearance, and advanced copies show that they are far more attractive in appearance than the 1919 series, which will disappear from the market on the night of December 31. The new "Baby Bonds" will be available to the public on January 1, and the price will be just the same as it was last January—\$4.12. They will pursue the same course as the familiar blue stamp of 1919, and when next December rolls around they will be selling for \$4.23 and on January 1, 1925, they will be worth \$5 in gold.

GIVE THEM YOUR LOVE.
 Some day, boys and girls, your mother and father will leave you behind to go to a better home. That parting is always heart-breaking and sad for you, but the sharp edge will be taken off after a while if you have no regrets about the respect and love you have given them. Only when you are fathers and mothers yourselves can you realize the deep happiness your little kindly acts give them, or how great is their sorrow when you forget and neglect them. Don't grow so accustomed to them that you treat them like pieces of furniture, made merely for your comfort and use. Love and cherish them, for some day their going will leave a terrible void in your heart, and the wound will be more easily healed if you can look back and remember different times when you have given them joy and pleasure. In the average home, no matter what the children do for their parents, it doesn't even pay the interest on the debt of love and sacrifice which they owe them.